

The Magic

of Baseboard Heating



There's a world of Difference in a Dunham Heated Home

You see the difference and you *feel* the difference the moment you step inside a home that's warmed by Dunham Baseboard Heating.

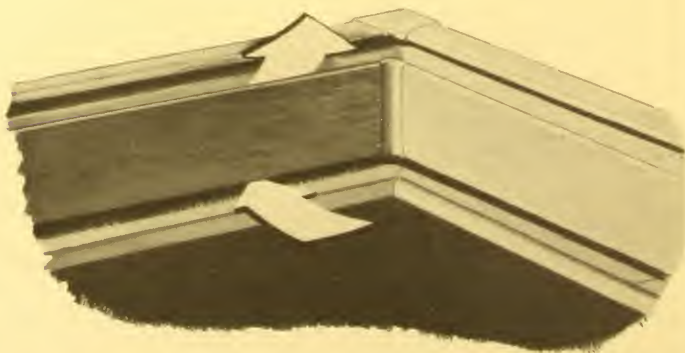
First of all, each room is so cozy and inviting. Each piece of furniture is placed just where it will show off to best advantage. And as for living space—there's so much more of it than you ever imagined there could be!

Then, suddenly, you know why. Gone are the old familiar hot air grilles or dust-catching radiators that used to jut out into the room in the most awkward places. Now the entire house belongs to the people who live in it!

That's the *real* magic in Dunham Baseboard Heating! It gives you comfort without robbing you of living space; it warms every part of every room—even the far corners; it works without being seen or heard; and, as for economy, you'll call it the best money saver you ever saw.

Diagram shows air entering the baseboard through vent located close to the floor. After being warmed by the

finned heating element, it is then convected outward into the room through similar vent placed near the top of the baseboard.





*Now, every room in your home
can be a "Show Room."*

Dunham Baseboard Heating at last
makes it possible for you to
decorate as you please—for greatest
comfort and eye appeal.

There's greater charm in a Dunham Heated Home

Your interior decorator will probably tell you that good home planning and smart decorating often begin with consideration of your wall and window areas.

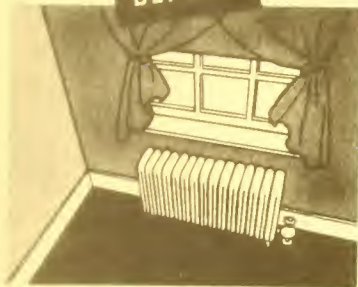
Heretofore it has been extremely difficult for home-makers to achieve the effects they desired—largely because they were handicapped by unsightly, dirt-catching radiators.

Today, though, you can do anything you wish with your rooms—if you begin with Dunham Baseboard Heating.

Windows, for example, may be draped to the floor with beautiful, delicate fabrics. Your couches, chairs, tables, lamps, and radio cabinet may be placed *anywhere*. Walls may be papered or painted in soft pastel shades—for Dunham Baseboard Convectors are located at the base of your walls. They send their comfortable warmth out into the room at living level instead of directing it straight upward along your walls to the ceiling. Heat is so gentle and so satisfyingly adequate.

*Dunham Baseboard Heating Permits More
Living in Every Room*

BEFORE

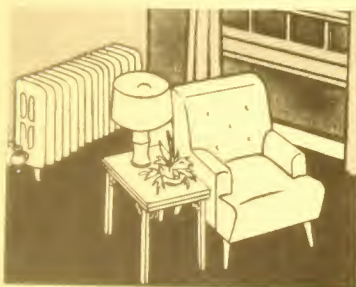


Bedroom window Cast iron radiator interferes with drapery treatment.

AFTER



With Dunham Baseboard Heating this same window becomes a "picture" window.



Typical living room Cast iron radiator, jutting out into room from one corner, forces furniture into center of room



The same room with Dunham Baseboard Heating. Note improved appearance, greater "living" space, shorter lamp cord.



Cast iron radiator in bathroom takes up needed space, often constitutes a hazard.



Dunham Baseboard provides generous heat, increases usable space, looks much better.

There's more comfort for all in a Dunham Heated Home

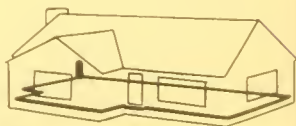
Children just naturally like to play on the floor—even in the winter time. The man of the house wants stocking-foot comfort in the evening. While the homemaker herself is all around the house, *all day long!* Your family's well-being demands that every part of every room be comfortable all the time.

With Dunham Baseboard Convectors you get this kind of heat—not too hot, not too cold, but just right, *everywhere, all the time.* That's because Dunham Baseboard is placed along the outside walls of your home where you *need heat most.* In addition, it gives you *convected* heat as well as radiant heat. This means that its comforting warmth is given a gentle outward motion into the farthest corners of every room.

No more need to overheat radiators to make far ends of rooms livable; no more cold floors and too-hot ceilings; no more "stuffiness" from "dead" air.

This simple sketch indicates how Dunham Baseboard around outside walls, with extra-finned heating elements under windows,

literally wraps your home in a blanket of warmth. What's more, "zoning" becomes possible; bedrooms may be kept cooler than living rooms, or the north side of your home may be given extra heat. This means greater comfort at less cost.





All you see is the baseboard, all you feel is comfort

—for Dunham Baseboard Convectors direct heat outward,
warming floors and corners, crisscrossing each room with gently moving air
that's as friendly and satisfying as a sunbeam.

There's more Freedom for You in a Dunham Heated Home

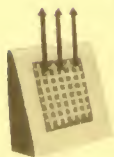
Dunham Baseboard Heating eliminates one of your meanest jobs: dusting under, around and in back of old-fashioned, dirt-catching radiators.

Dunham Baseboard Heating also keeps walls and draperies looking clean and fresh months *longer*—because warm air is given a gentle motion out into the room at floor level. Streaking of walls and smudging of draperies and upholstered furniture (common with ordinary methods of heating) is greatly minimized.

You save in cleaning time, in redecorating costs. You enjoy more leisure hours, a more charming home.

Compare the Advantages

A small amount of dust is present, in suspension, in every room. Heated air, rising straight upward from cast iron radiators or hot air grilles, picks up this dust and deposits it in a "sticky" state on walls, draperies and ceiling. This is the cause of the streaking and smudging you see so often.



Air, entering the Dunham Baseboard at floor level, is warmed to comfort temperature by heating pipe and finned heating elements, then convected (given a gentle outward motion) into the room away from walls and draperies. In addition, specially designed top flange prevents heat from going straight upward, thus minimizing smudging of walls. Imagine decorating bills you won't have to pay!





Almost like having a maid!

Dunham Baseboard Heating makes dusting a
clean sweep. Floors and walls are unobstructed.
Walls and fabrics, even upholstered furniture,
keep their new look longer. You stoop and
labor less; have more time to have fun.

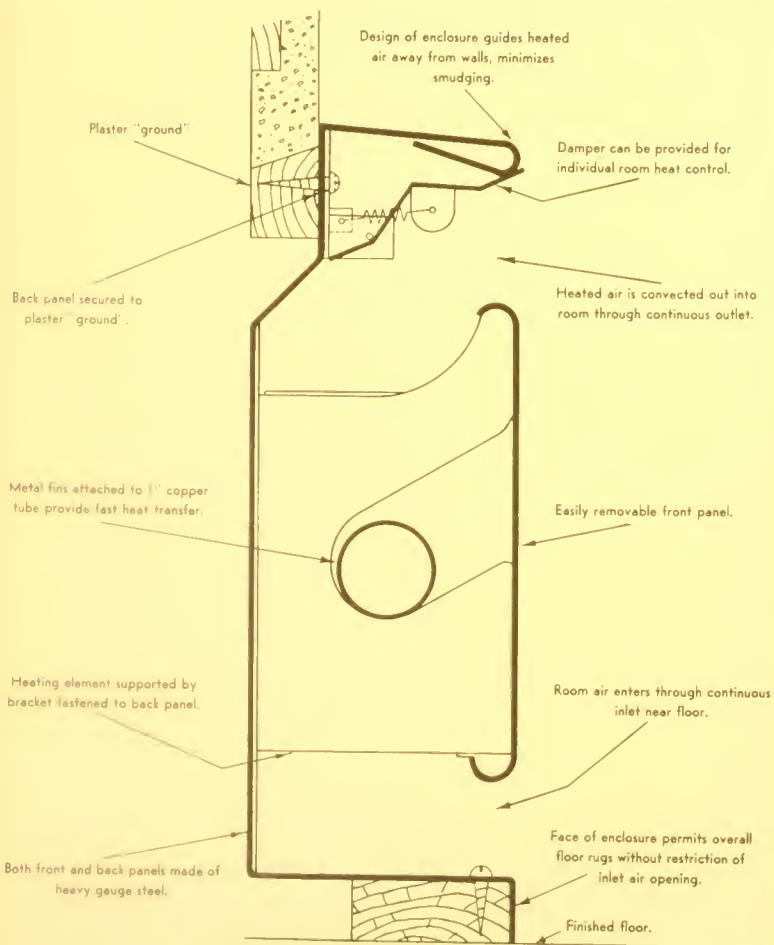
There's more all around economy in a Dunham Heated Home

Dunham Baseboard Heating installations always mean satisfied customers—easy on the pocketbook, strong on comfort.

First, the cost of installation is low . . . whether you're installing them in a new home or your present dwelling. There's no need for ugly radiator branches or fittings. Usually the only thing you have is the main line—and that's your heating line, concealed in the baseboard. That's an extra big advantage for homes with no basements or only partial basements.

Second, many users report that fuel costs are lower because Dunham Baseboard Convectors make better use of the heat. That's because Dunham Baseboard Convectors are all around the outside walls of your home where you need heating most. Not only do they give you a certain amount of radiant heat, like the sun, but they also convect the heat outward into the room. This spreads the heat more evenly. There's less variation of temperature between floors and ceilings. The farthest corners are comfortably warmed without blasting a lot of extra heat through the old type radiators. This cuts down heat waste and keeps fuel bills low, where they ought to be.

DESIGNED FOR COMPLETE SATISFACTION



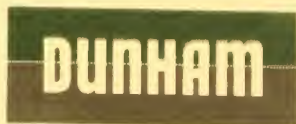


of Leadership in Heating

Dunham products have been leaders in the heating field for nearly half a century. In addition to Baseboard Convectors, Dunham also manufactures cabinet and concealed convectors, unit heaters, condensation and vacuum pumps, pipe strainers, radiator valves and steam specialties such as thermostatic radiator traps, float and thermostatic drip and high pressure bucket traps and pressure reducing valves. Dunham's famous Vari-Vac Differential Heating Systems are controlling temperatures in buildings, both large and small, from coast to coast.

The accumulated experience of the entire Dunham organization is put at your disposal through its engineers located in St. John's Nfld., Halifax, Quebec City, Montreal, Sherbrooke, Ottawa, Toronto, Hamilton, Winnipeg, Calgary, Edmonton and Vancouver

C.A. DUNHAM COMPANY LIMITED
1523 DAVENPORT ROAD
TORONTO 4, ONTARIO



HEATING MEANS BETTER HEATING